

Changes in Nebraskans' Tobacco Use Attitudes and Behaviors

A Trend Analysis Report of the 2000 Social Climate Survey and
2002-2003 Nebraska Adult Tobacco/Social Climate Survey

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Changes in Tobacco Use and Attitudes in Nebraska: Survey Evidence from 2000 and 2003

Background

In 2000, the Nebraska State Legislature appropriated \$21 million over the course of three years for tobacco prevention and cessation initiatives (LB1436). The funds and future programs were managed within state's Health and Human Services System by the Tobacco Free Nebraska program (TFN). With the additional funding from LB1436, TFN established a comprehensive statewide tobacco control program that the Centers for Disease Control considers a model for other states.

To obtain baseline measures of Nebraskans' tobacco behaviors and attitudes, TFN administered the Social Climate Survey (SCS) in 2000. Now, near the end of the funding commitment established by LB1436, TFN has administered a follow-up survey to gauge the success of its programs. The 2003 Adult Tobacco Survey/Social Climate Survey (2003 ATS/SCS) repeated many of the earlier measures and now serves as an essential evaluation tool for TFN. Additionally, the two surveys demonstrate trends in Nebraskans' tobacco behaviors and attitudes that can guide future public policy decision making.

This report compares similar items from the 2000 SCS and 2003 ATS/SCS. Not all items from the 2000 SCS were repeated in the 2003 ATS/SCS. Similarly, not all the items from the 2003 ATS/SCS were on the 2000 SCS. Nonetheless, when possible, comparisons between the two studies are made to identify changes in tobacco attitudes and behaviors over the last few years. This report shows tobacco trends in seven areas: rates of smoking; secondhand smoke; smoking in the home; smoking in the workplace; awareness of pro-tobacco advertising; opinions of youth tobacco use; and taxation and funding for tobacco prevention programs.

Data

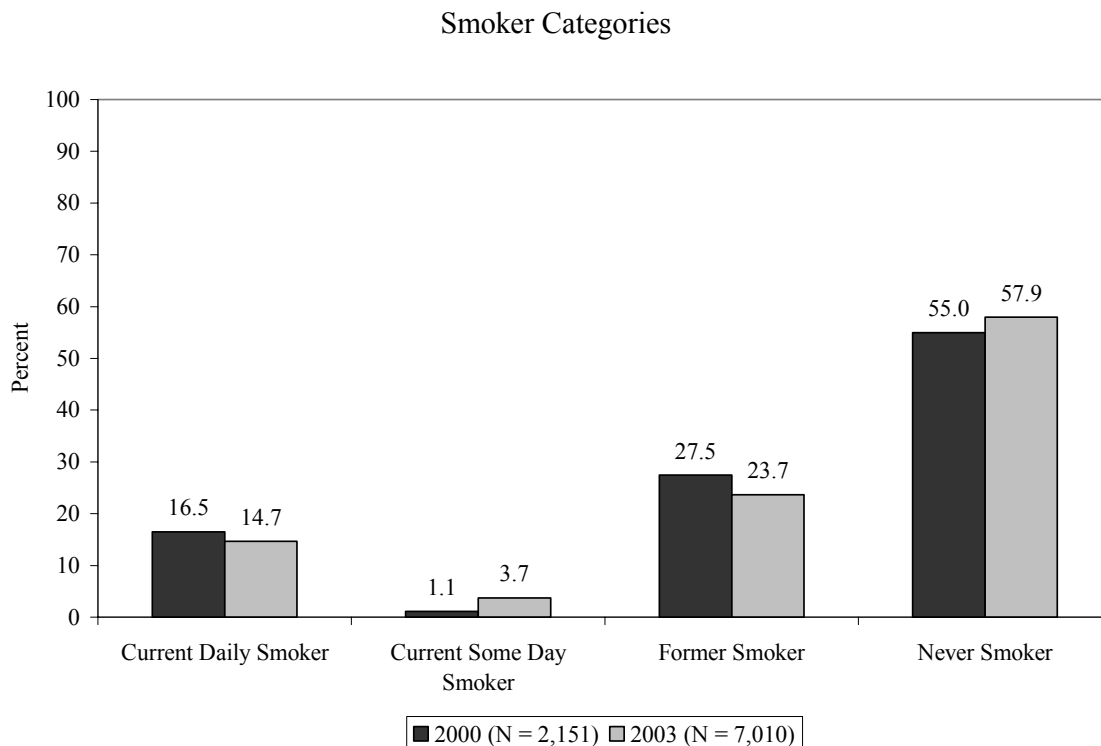
The 2000 Social Climate Survey and the 2003 Adult Tobacco Survey/Social Climate Survey (ATS/SCS) followed the Centers for Disease Control telephone survey protocol. This protocol is used in a variety statewide surveys (e.g., the Behavioral Risk Factor Surveillance Survey [BRFSS]).

The surveys are statewide computer assisted telephone interview (CATI) surveys. Potential respondents are contacted using random digit dialing techniques. This procedure ensures that all Nebraska households with a home phone have an equal chance to be called for participation in the study, including those with unlisted numbers. Each survey includes large sample sizes. The 2000 SCS has 2,476 respondents, and the 2003 ATS/SCS has 7,019. The margin of error is ± 2.0 for the 2000 SCS and ± 1.2 for the 2003 ATS/SCS. See Appendix A for a complete review of the survey methodologies and data weighting procedures.

Rates of Smoking

The two surveys defined four smoker categories: current daily smokers, current some day smokers, former smokers, and never smokers. “Currently daily smokers” have smoked at least 100 cigarettes and now smoke every day. “Current some day smokers” have smoked at least 100 cigarettes and now smoke some days. “Former smokers” have smoked at least 100 cigarettes but currently do not smoke at all. “Never smokers” have smoked none or fewer than 100 cigarettes.

The table below shows the rates of smoker type for 2000 and 2003. Although the proportion of current daily smokers is significantly lower in 2003, down from 16.5 percent in 2000 to 14.7, the rate of all smokers (current daily and current some day smokers) has increased slightly from 17.6 percent in 2000 to 18.4 percent in 2003.



Item Texts:

Have you smoked at least 100 cigarettes in your entire life: yes or no?

Do you now smoke cigarettes every day, some days, or not at all?

Source: 2000 SCS, q94, q95; 2003 ATS/SCS, q3, q4

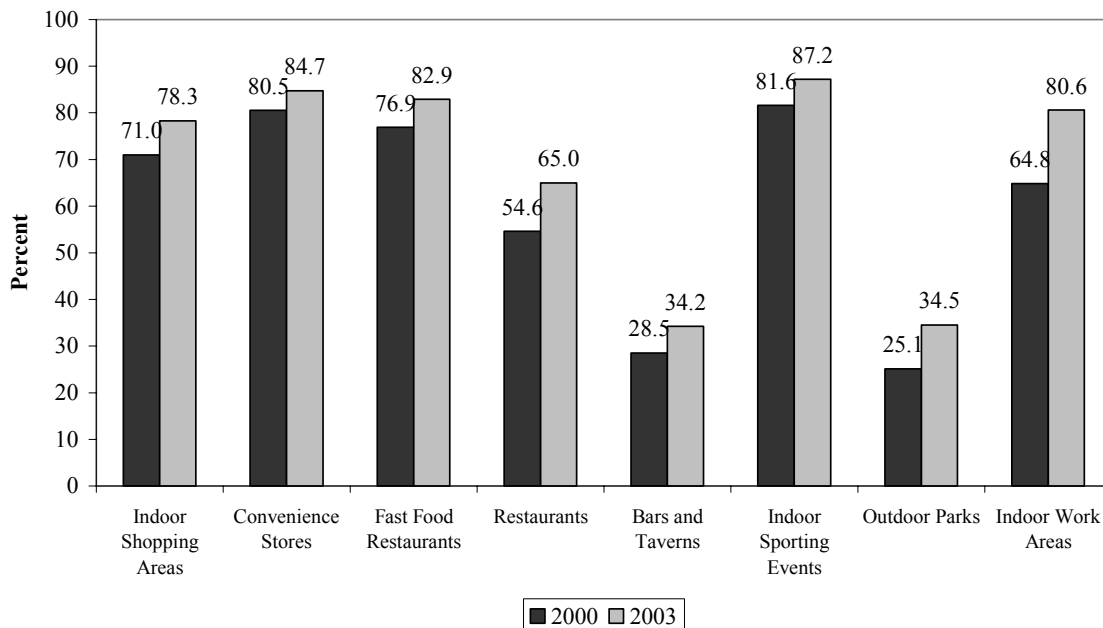
Secondhand Smoke

Support for Smoking Restrictions in Public Places

The 2000 SCS and 2003 ATS/SCS included questions regarding support for restrictions on smoking in public places. Respondents were asked if in the following places smoking should be allowed in all areas, some areas, or not at all: indoor shopping areas, convenience stores, fast food restaurants, restaurants, bars and taverns, indoor sporting events, outdoor parks and indoor work areas.

Nebraskans were most likely to say smoking should not be allowed at indoor sporting events in both 2000 and 2003 (81.6 percent and 87.2 percent), followed by convenience stores (80.5 percent and 84.7 percent). The majority Nebraskans also support smoking restrictions in eating establishments. In 2003, 82.9 percent believed that fast-food restaurants should not allow smoking, up from 76.9 percent in 2000. Nearly two-thirds (65.0 percent) of Nebraskans agreed that restaurants should not allow smoking in 2003, while only 54.6 percent agreed in 2000. Nebraskans are least likely to support smoking bans at bars and taverns (28.5 percent and 34.2 percent) and outdoor parks (25.1 percent and 34.5 percent).

Percent of Nebraskans Who Thinking Smoking Should Not Be Allowed
in the Following Places

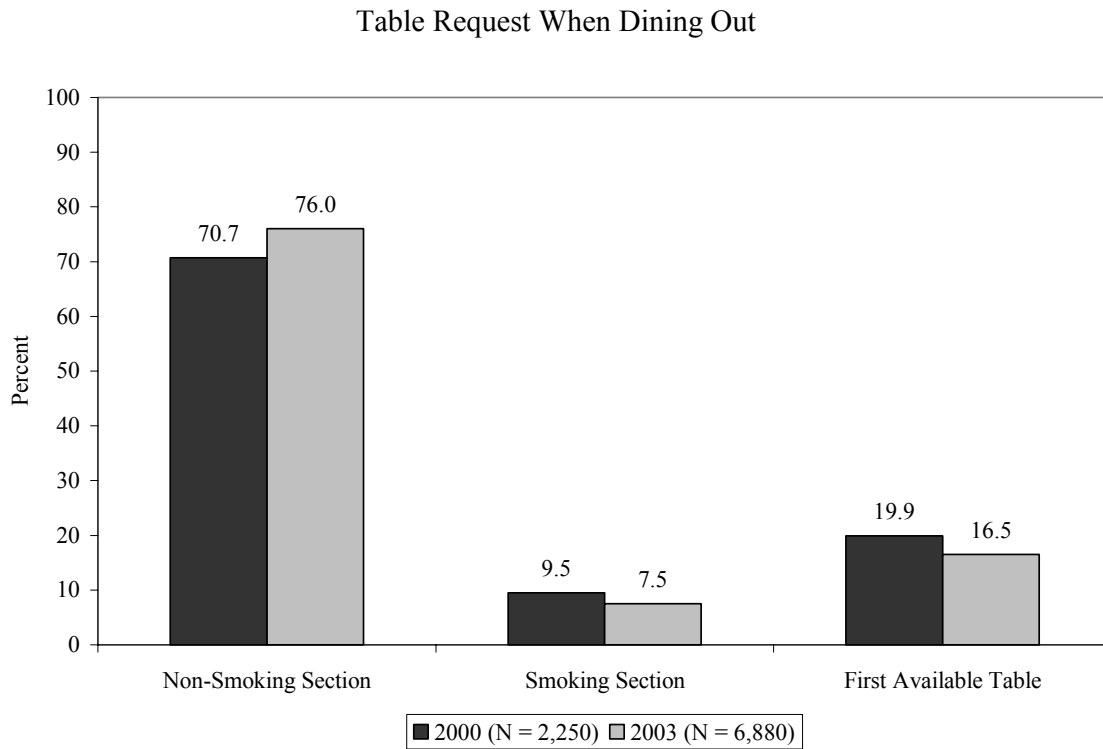


Item Text: In [location], do you think that smoking should be allowed in all areas, some areas or not allowed at all.

Source: 2000 SCS, q66, q67, q68, q69, q70, q71, q72, q38; 2003 ATS/SCS, q58, q59, q60, q61, q62, q63, q64, q72

Table Request When Dining Out

There was a significant increase in the proportion of Nebraskans who request a non-smoking table when dining out in 2003. Seventy-six percent now request a non-smoking table compared to 70.7 percent in 2000.

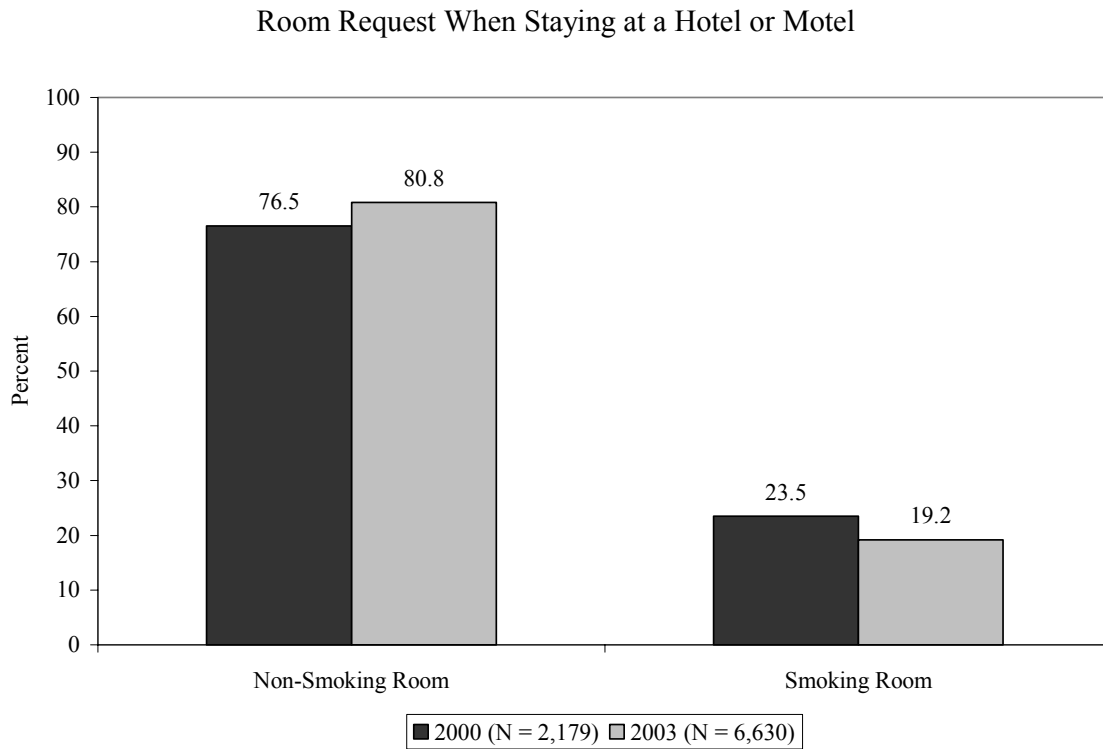


Item Text: When dining out, do you request a table in the non-smoking section, smoking section, or the first available table?

Source: 2000 SCS, q73; 2003 ATS/SCS, q65

Room Request When Staying a Hotel or Motel

Significantly more Nebraskans requested a non-smoking hotel or motel rooms in 2003. in 2003 more than eight in 10 (80.8 percent) say they requested a non-smoking room compared to 76.5 percent in 2000.



Item Text: If you travel and stay in a hotel or motel, do you usually request a non-smoking room?

Source: 2000 SCS, q74; 2003 ATS/SCS, q66

Bothered by Secondhand Smoke

Many people are bothered by exposure to other secondhand smoke. However, there is not a significant increase between 2000 and 2003 in how much Nebraskans are bothered when exposed to other peoples' cigarette smoke.

Bothered When Exposed to Other Peoples' Cigarette Smoke

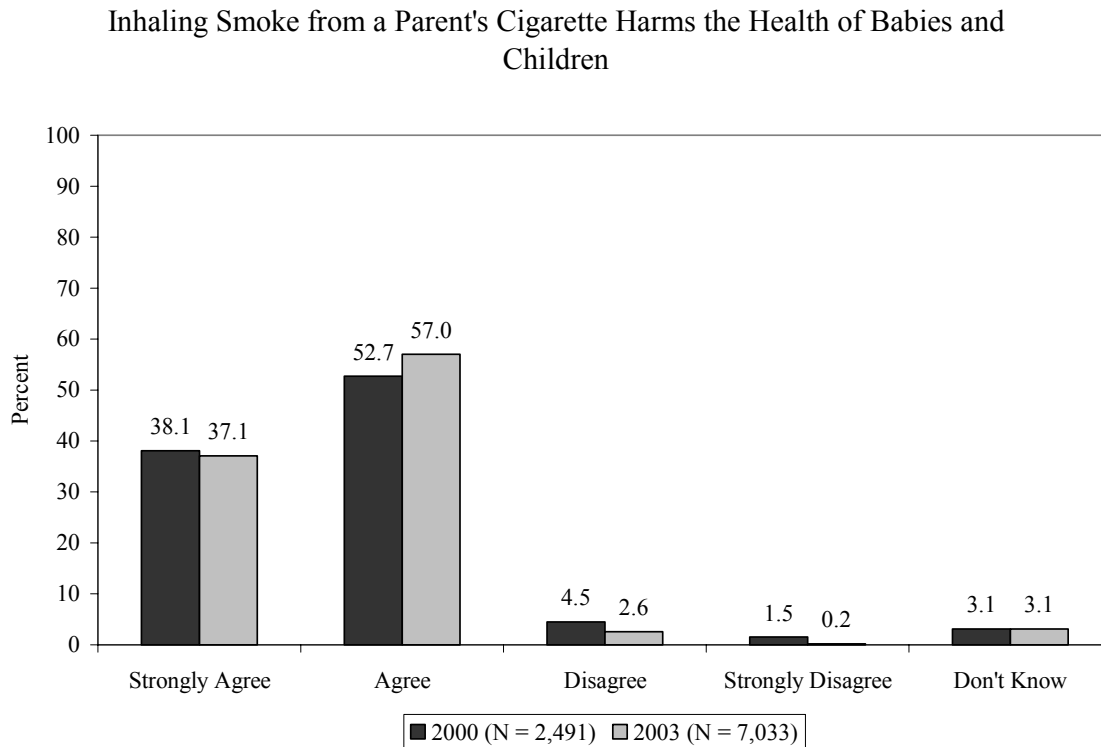
	2000 (N = 2,311)	2003 (N = 6,978)
Not At All	16.1%	16.5%
A Little	16.0%	14.8%
Moderately	23.1%	21.9%
Very Much	44.8%	46.7%

Item Text: How much does it bother you when you are exposed to other people's cigarette smoke?

Source: 2000 SCS, q58; 2003 ATS/SCS, q50

Inhaling Smoke Harms the Health of Babies and Children

In 2003, significantly more Nebraskans agree or strongly agree that inhaling smoke from a parent's cigarette harms the health of babies and children. In 2000, 90.8 percent agreed or strongly agreed to this statement compared to 94.1 percent in 2003.



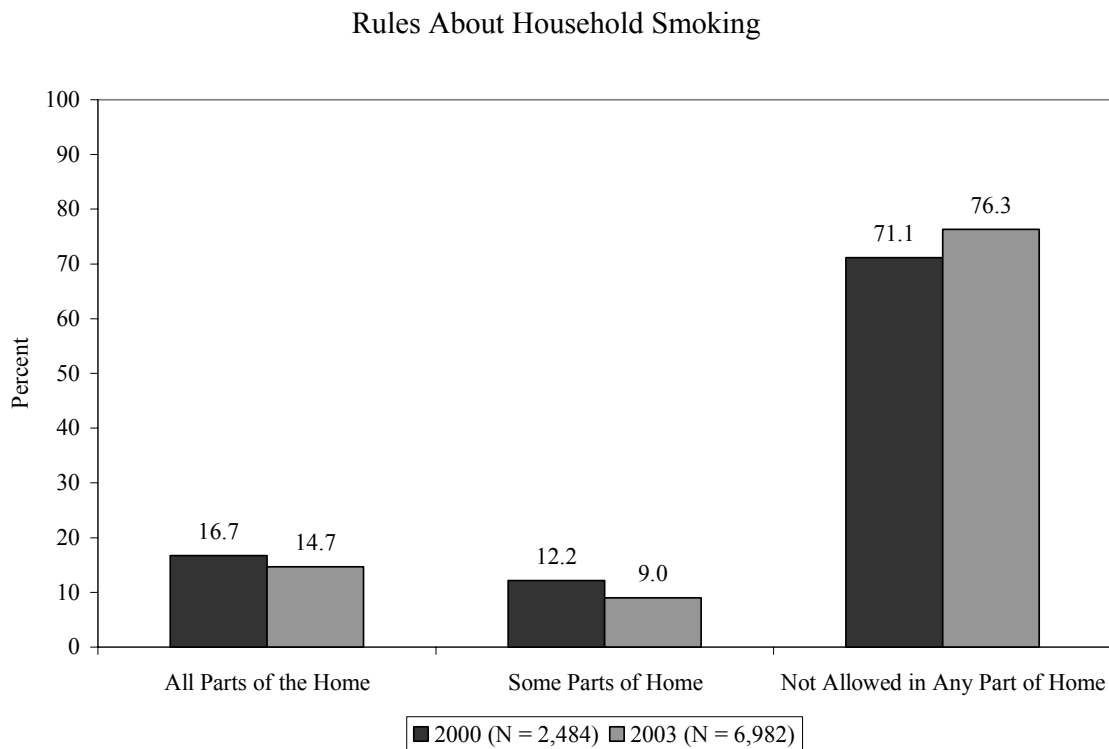
Item Text: Inhaling smoke from a parent's cigarette harms the health of babies and children.

Source: 2000 SCS, q11; 2003 ATS/SCS, q46

Smoking in the Home

Rules About Household Smoking

In 2003, significantly more Nebraskans do not allow smoking in any part of their home. In 2000, 71.1 percent refused to allow household compared to 76.3 percent in 2003.

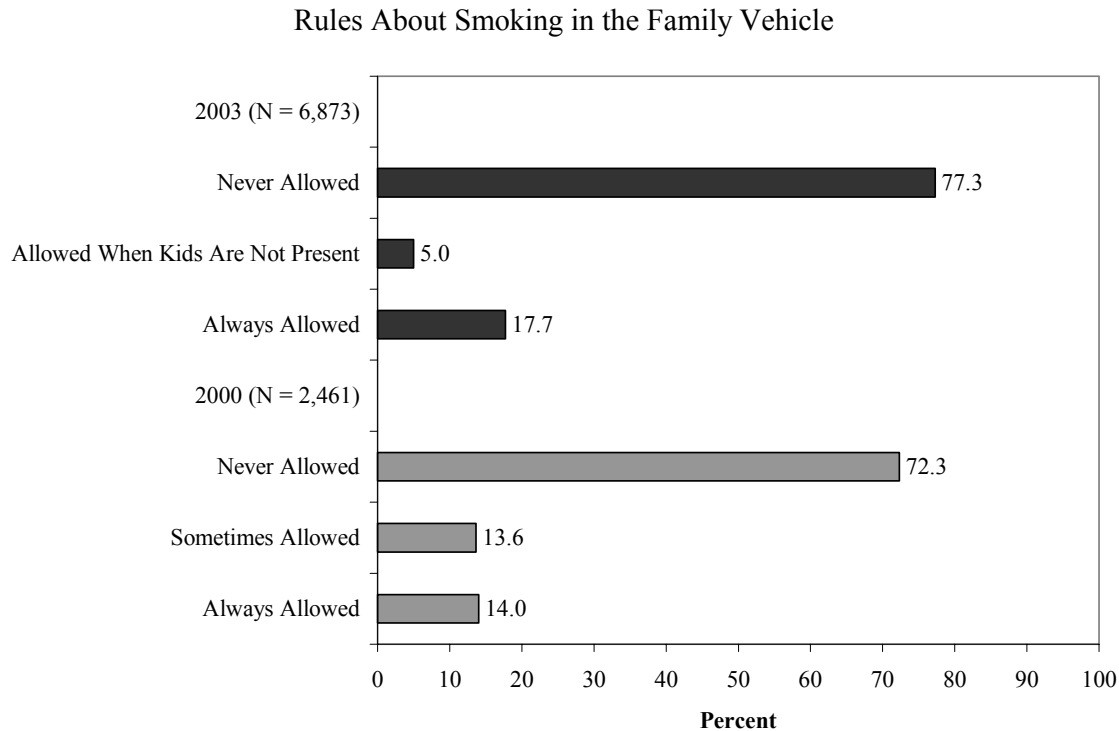


Item Text: Which of the following best describes your household's rules about smoking: smoking is allowed in all parts of home; smoking is allowed in some parts of the home; or, smoking is not allowed in any part of the home?

Source: 2000 SCS q1; 2003 ATS/SCS q38

Rules About Smoking in the Family Vehicle

The 2000, SCS and 2003 ATS/SCS both asked about smoking inside the family vehicle, however, the wording of the item changed in 2003. In 2000, the wording of the second response category was “sometimes allowed” and in 2003 it was “allowed only when children under 17 are not present.” Because of this change, caution should be use when comparing the items. That said, in 2000 72.3 percent of Nebraskans said that smoking is never allowed in the family vehicle compared to 77.3 percent in 2003.



Item Text:

(2000 SCS) Is smoking in the family vehicle always allowed, sometimes allowed or never allowed?

(2003 ATS/SCS) Which of the following statements best describe the rules about smoking inside your family vehicle: smoking is not allowed at any time in the family vehicle; smoking is allowed only when children 17 and younger are not present; or, smoking is allowed at all times in the family vehicle?

Source: 2000 SCS, q3; 2003 ATS/SCS q40

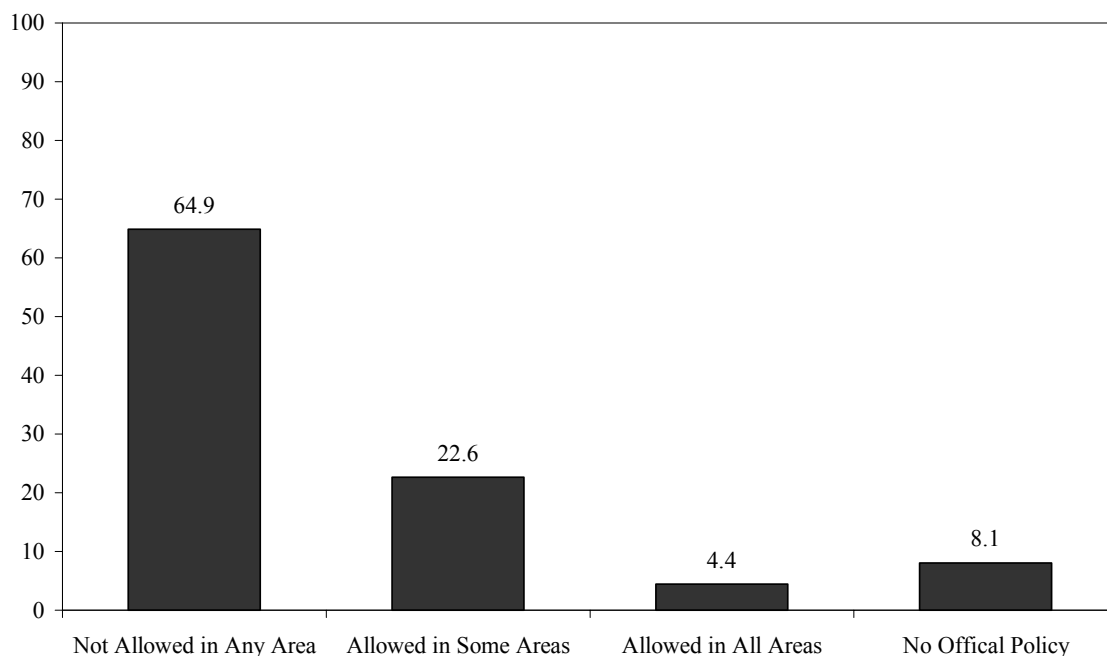
Smoking in the Workplace

The next three pages show graphs highlighting workplace smoking policies. Because the wording of the questions changed from 2000 to 2003 the graphs are shown separately. Direct comparison between the items is not possible. Nonetheless, it is important to documents workplace smoking policies over the last few years.

2000: Workplace Smoking Policies in Indoor Areas

In 2000, 64.9 percent of Nebraska workers said that smoking is not allowed in any indoor areas, 22.6 percent said that smoking is allowed in some indoor areas, 4.4 percent said it is allowed in all indoor areas, and 8.1 percent said that there was no official smoking policy.

2000: Workplace Smoking Policies for Indoor Work Areas (N = 1,533)



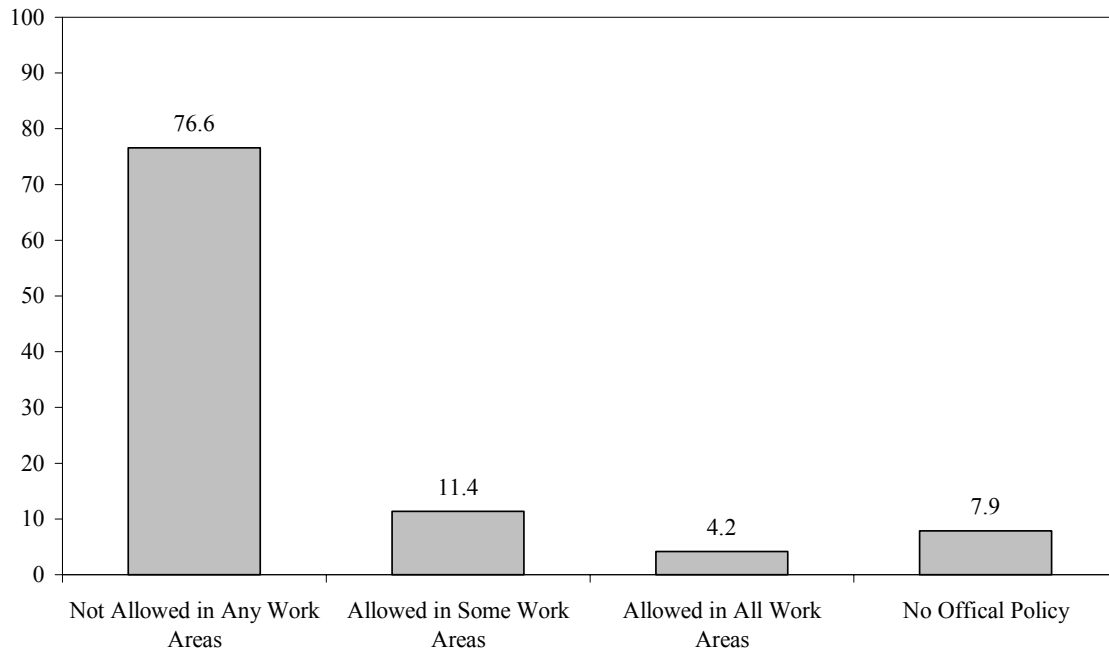
Item Text: Which of the following best describes your place of work's official smoking policy for indoor areas. (Item was asked only to employed respondents.)

Source: 2000 SCS, q44

2003: Smoking Policies in Employee Work Areas

In 2003, 76.6 percent of Nebraska workers said that smoking is not allowed in any work areas, 11.4 percent said that it is allowed in some work areas, 4.2 percent said that it is allowed in all work areas, and 7.9 percent said that there is no official work area smoking policy.

2003: Workplace Smoking Rules for Work Areas (N = 4,175)



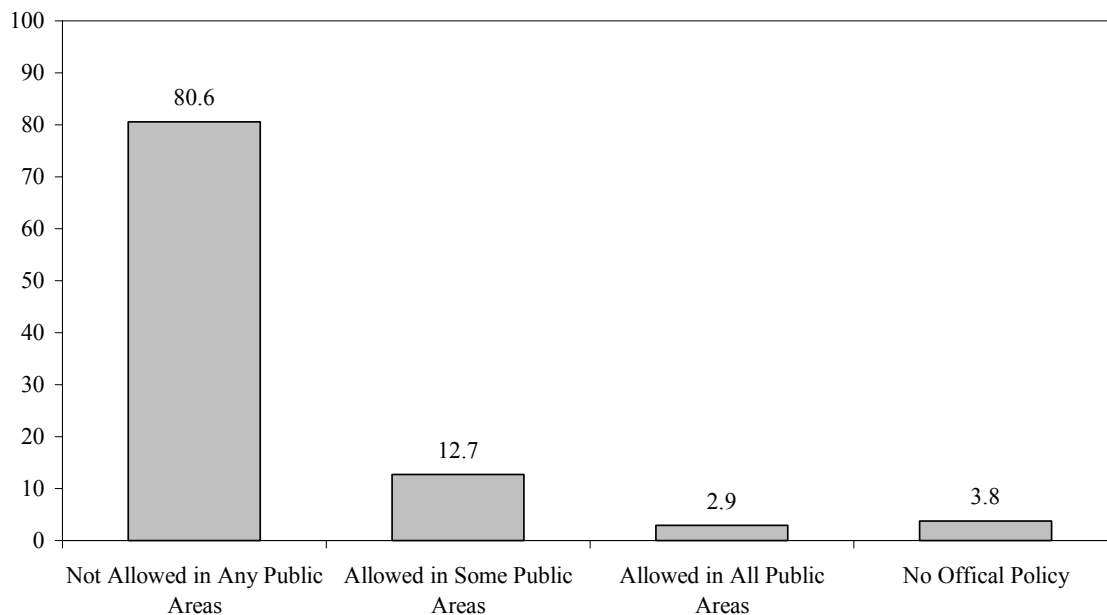
Item Text: Which of the following best describes your place of work's official smoking policy for work areas. (Item was asked only to all employed respondents.)

Source: 2003 ATS/SCS, q70

2003: Smoking Policies in Employee Indoor Common Areas

In 2003, 80.6 percent of Nebraska indoor workers were not allowed to smoke in indoor common areas (e.g., lobbies, rest rooms, and lunchrooms), 12.7 percent were allowed to smoke in some public common areas, 2.9 percent in all common areas, and 3.8 percent work in organizations that have no official common area smoking policy.

2003: Workplace Smoking Policies in Indoor Public or Commons Areas,
Such as Lobbies, Rest Rooms, and Lunchroom (N = 3,378)



Item Text: Which of the following best describes your place of work's official smoking policy for indoor public or common areas, such as lobbies, restrooms, and lunchrooms.

Source: 2003 ATS/SCS, q71

Enforcement of Workplace Smoking Policies

Enforcement of workplace smoking policies remained consistent from 2000 to 2003. In both years about eight in 10 Nebraska workers said that their workplace smoking policies are strictly enforced. The difference from 2000 to 2003 is not statistically significant.

Enforcement of Workplace Smoking Policy

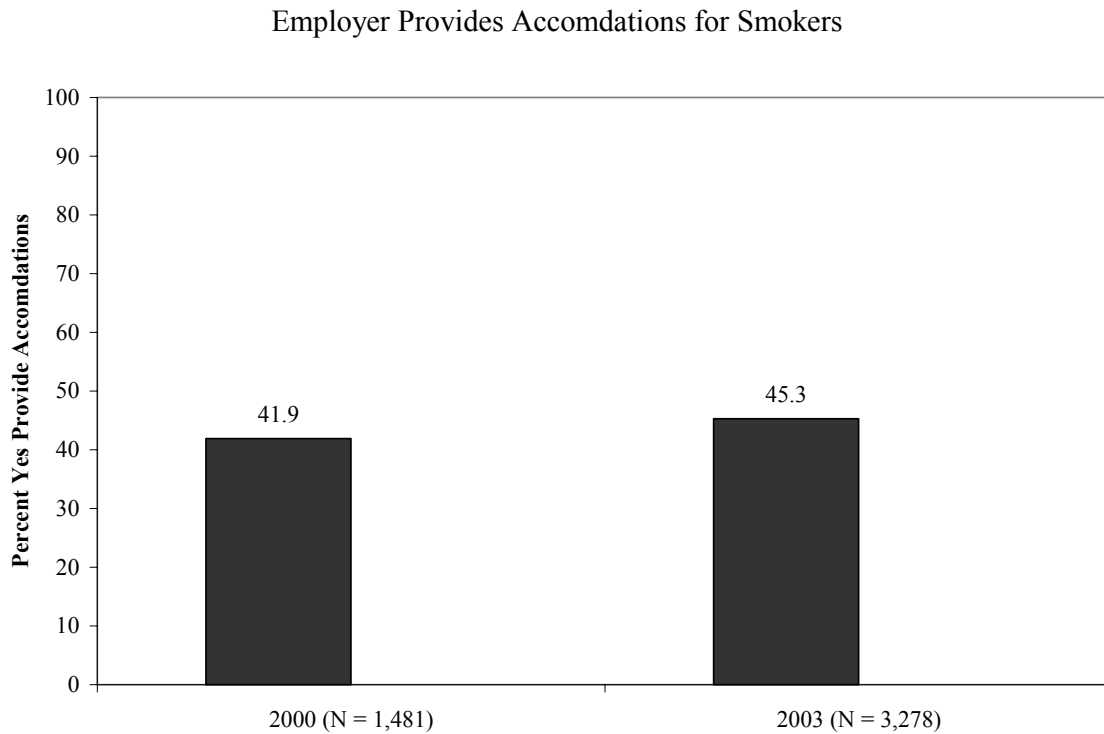
	2000 (N = 1,323)	2003 (N = 3,271)
Not Enforced		
At All	2.5	4.0
Poorly		
Enforced	4.5	3.4
Somewhat		
Enforced	13.6	10.7
Strictly		
Enforced	79.4	81.9

Item Text: Would you say that this [workplace] smoking policy is not enforced at all, poorly enforced, somewhat enforced, or strictly enforced?

Source: 2000 SCS, q45, 2003 ATS/SCS q73

Workplace Smoking Accommodations

In 2000, 41.9 percent of Nebraska workers said that their employers accommodated smokers by doing things like providing a covered areas outside or an indoor smoking room compared to 45.3 percent in 2003 – a statistically significant decrease.



Item Text: Does your employer accommodate smokers by doing things like providing a covered area outside or an indoor smoke room.

Source: 2000 SCS, q46; 2003 ATS/SCS, q73

Proportion of Nebraska Workers Whose Employers Have Offered Stop Smoking Programs In the Last Year

From 2000 to 2003, there was not an appreciable change in the proportion of Nebraska workers whose employers have offered stop smoking programs. In both years, one in five workers had access to stop smoking programs through their employer.

Proportion of Nebraska Workers Whose Employers Have Offered Stop Smoking Programs In the Last Year

	2000 (N = 1,544)	2003 (N = 4,185)
Yes	20.3	19.2
No	70.8	71.4
Don't Know	8.9	9.4

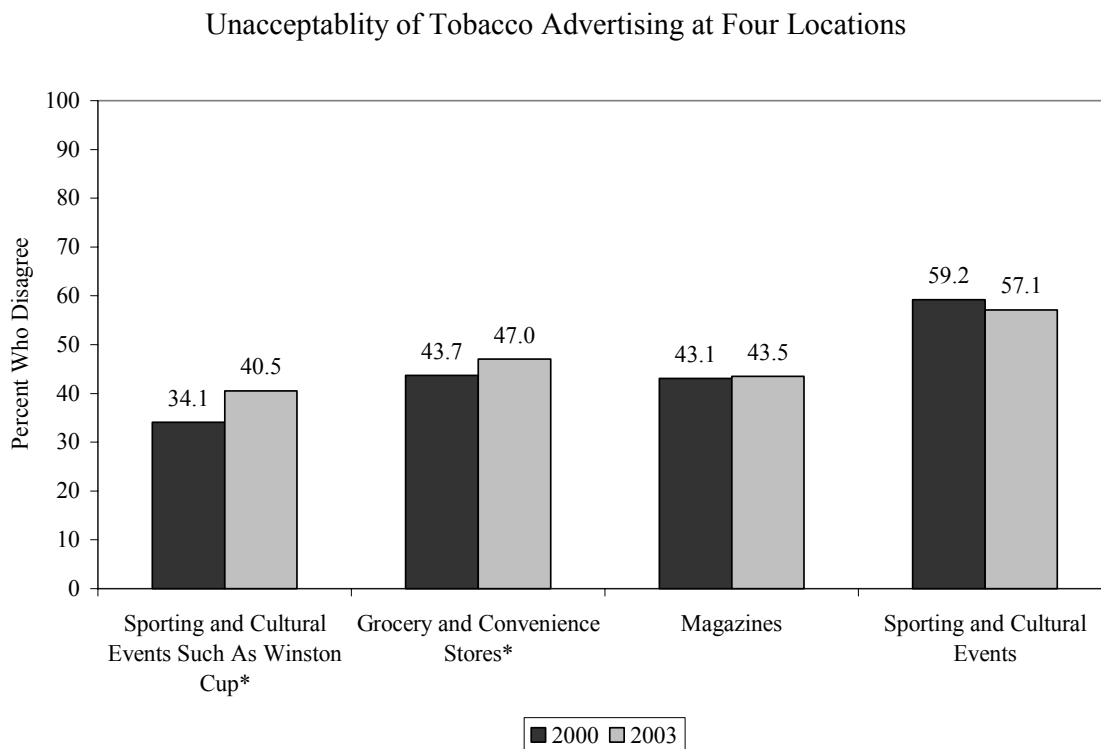
Item Text: In the past 12 months, has your employer offered any stop smoking program or other help to employees who want to quit smoking.

Source: 2000 SCS, q48; 2003, q75

Tobacco Media: Awareness of Pro-Tobacco Advertising

Respondents to the 2000 and 2003 surveys were asked if they strongly agree, agree, disagree, or strongly disagree that advertising by tobacco companies is acceptable at sporting and cultural events, grocery and convenience stores, and magazines. The graph below shows the percentage of Nebraskans who disagreed or strongly disagreed that tobacco advertising is acceptable.

Of the four locations, people were significantly more likely to disagree in 2003 that tobacco advertising is acceptable at sporting and cultural events such as the Winston Cup (34.1 percent vs. 40.5 percent) and grocery and convenience stores (43.7 percent vs. 47.0 percent). There are not significant differences for magazines or other sporting and cultural events.



Item Text: Tobacco advertising is acceptable at/in "source": strongly agree, agree, disagree, strongly disagree, don't know.

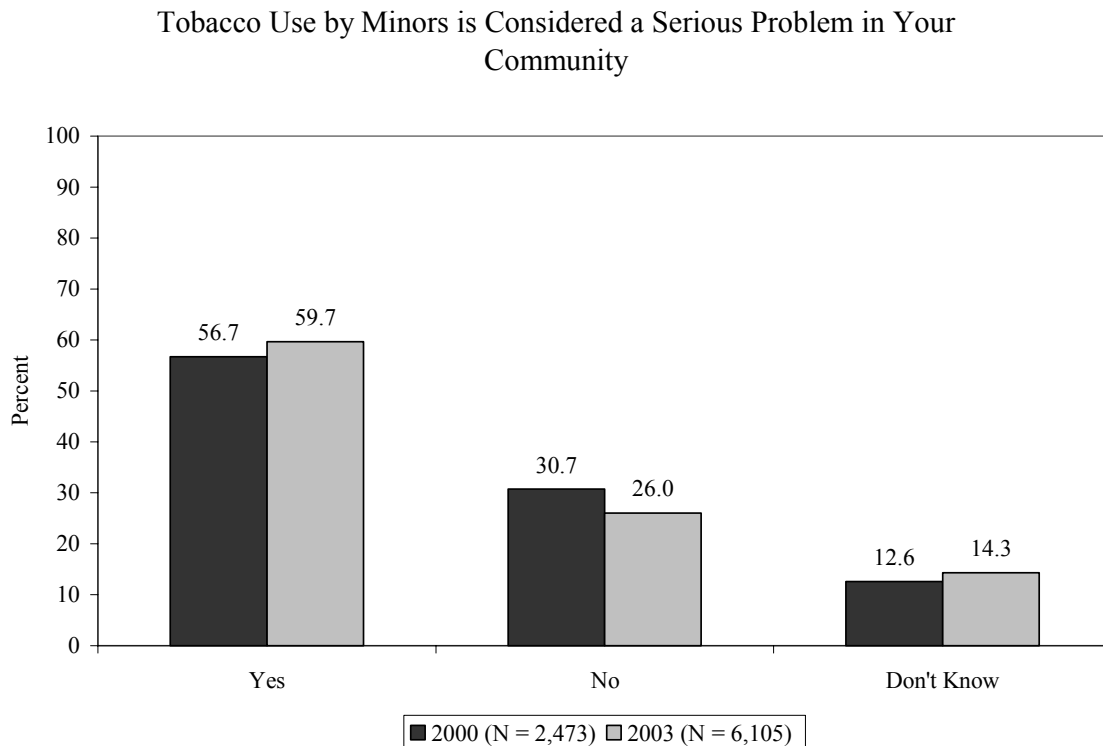
Source: 2000 SCS, q79, q80, q81, q84; 2003 ATS/SCS, q107, q108, q109, q110

* Difference is statistically significant.

Opinions of Youth Tobacco Use

Concerns About Teenage Smoking in Your Community

In 2000, 56.7 percent of Nebraskans said that tobacco use by minors is considered a serious problem in their community compared to 59.7 percent in 2003. This is a statistically significant increase.

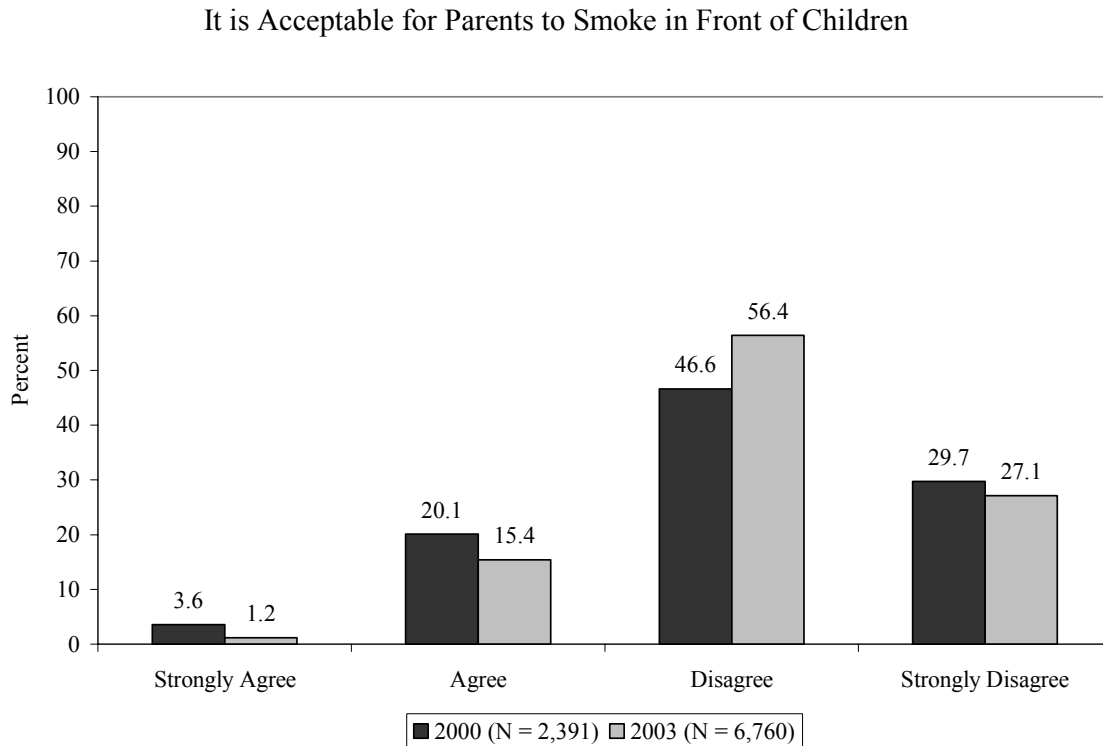


Item Text: Overall, do you think that tobacco use by teenagers is considered a serious problem in your community.

Source: 2000 SCS, q29; 2003 ATS/SCS q131

Acceptable for Parents to Smoke in Front of Children

Significantly more Nebraskans now disagree that it is acceptable for parents to smoke in front of children. In 2000, 76.3 percent disagreed or strongly disagreed that it is acceptable compared to 83.5 percent in 2003.

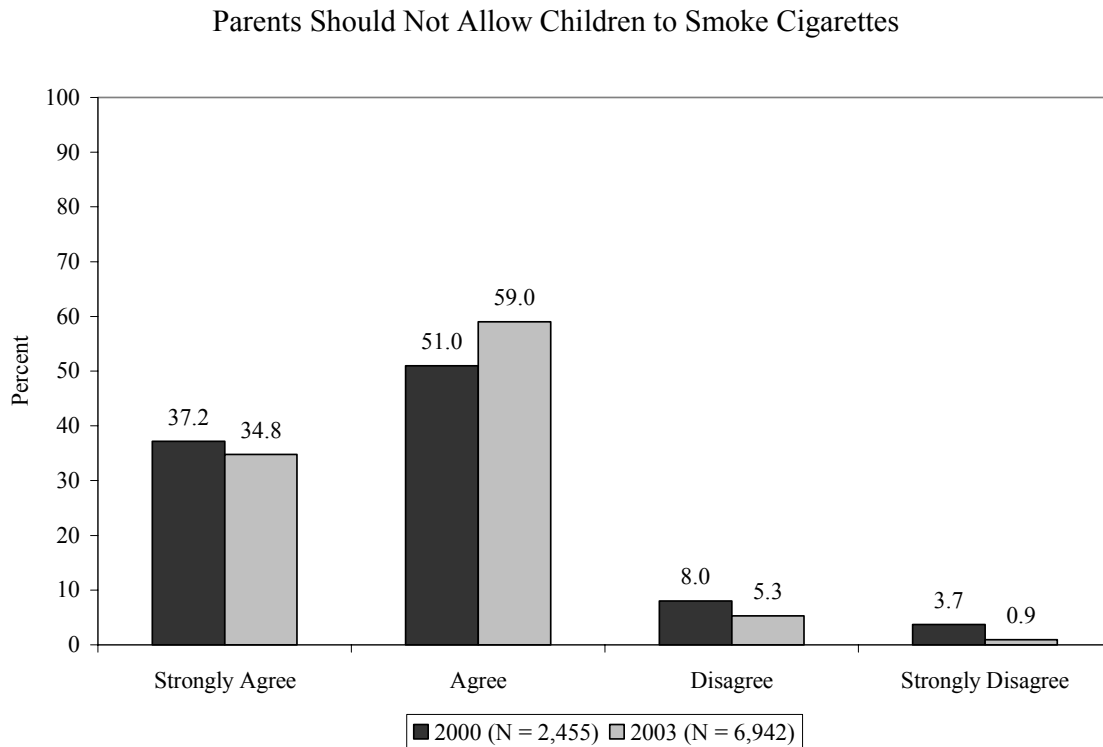


Item Text: It is acceptable for parents to smoke in front of children.

Source: 2000 SCS, q9; 2003 ATS/SCS q48

Parents Should Not Allow Children to Smoke

Significantly more Nebraskans now agree that parents should not allow children under 18 to smoke. In 2000, 88.2 percent agreed or strongly agreed compared to 93.8 percent in 2003.

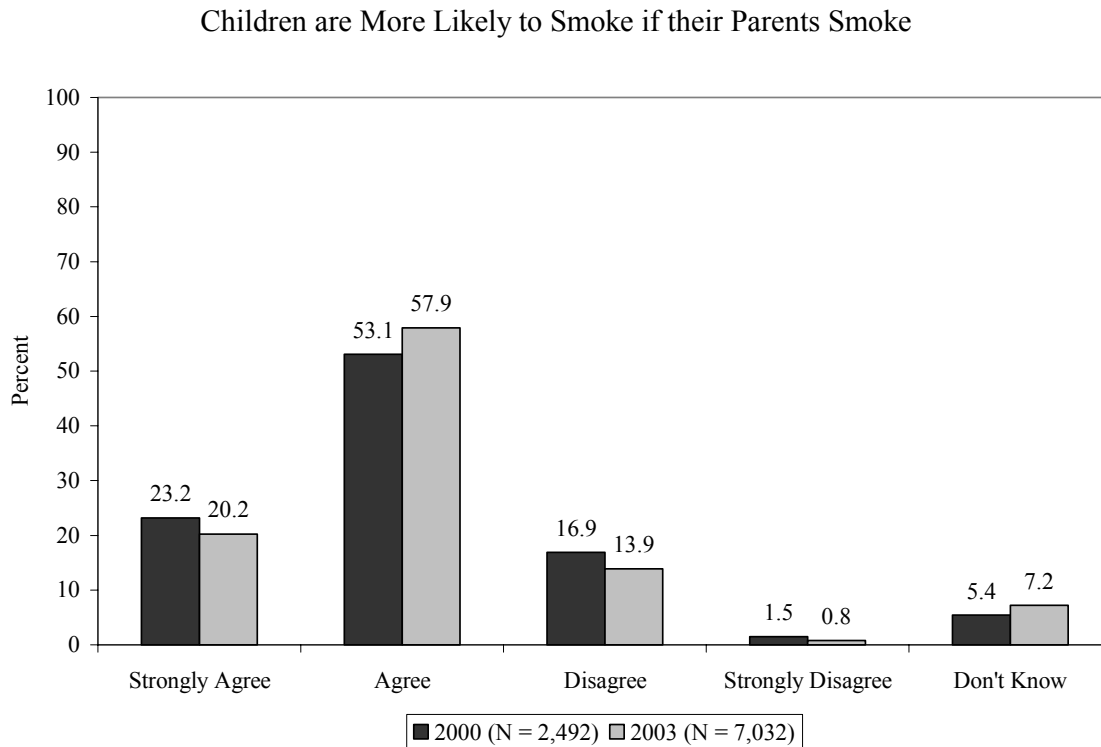


Item Text: Parents should not allow children under the age of eighteen to smoke cigarettes.

Source: 2000 SCS, q10; 2003 ATS/SCS q45

Children More Likely to Smoke if Parents Smoke

In 2003, significantly more Nebraskans agreed that children are more likely to smoke if their parents smoke. In 2000, 76.3 percent agreed or strongly agreed compared to 78.9 percent in 2003.

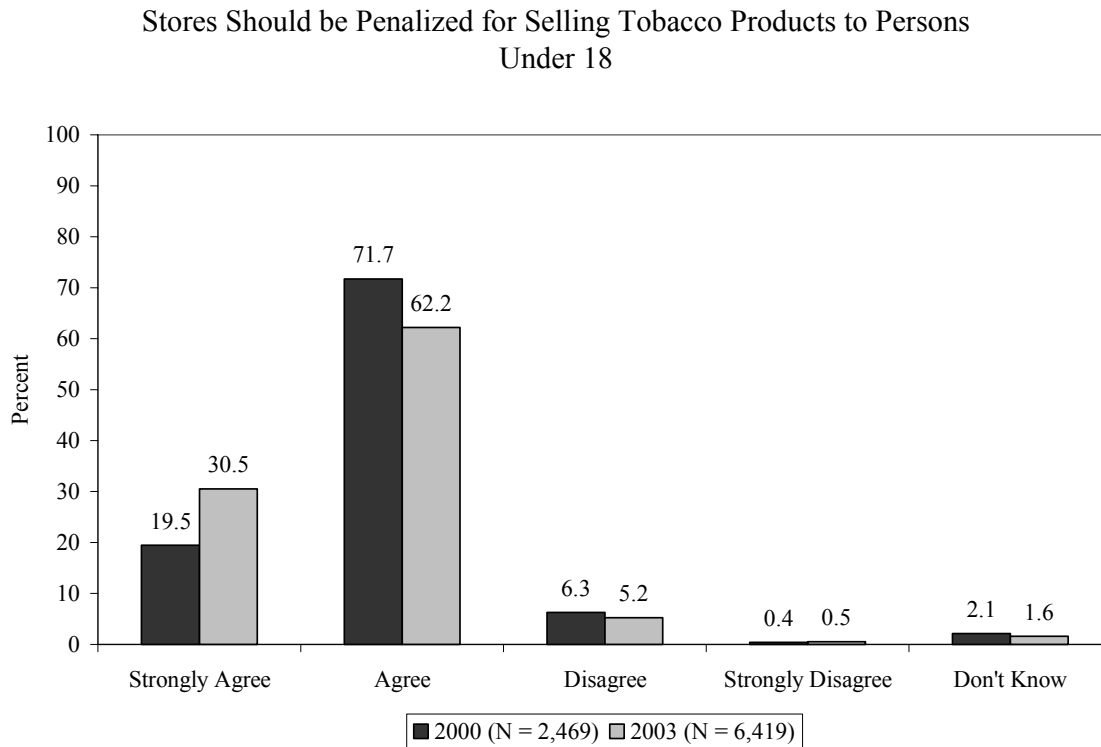


Item Text: Children are more likely to smoke if their parents are smokers.

Source: 2000 SCS, q12; 2003 ATS/SCS q48

Penalize Stores for Selling Tobacco to Minors

In 2003, Nebraskans are more significantly more likely to agree or strongly agree that stores should be penalized for selling tobacco products to minors. In 2000, 90.6 percent agreed or strongly agreed that stores should be penalized for illegal tobacco sales compared to 92.7 percent in 2003. Moreover, in 2000, only 19.5 percent strongly agreed that stores should be penalized compared to 30.5 percent in 2003.



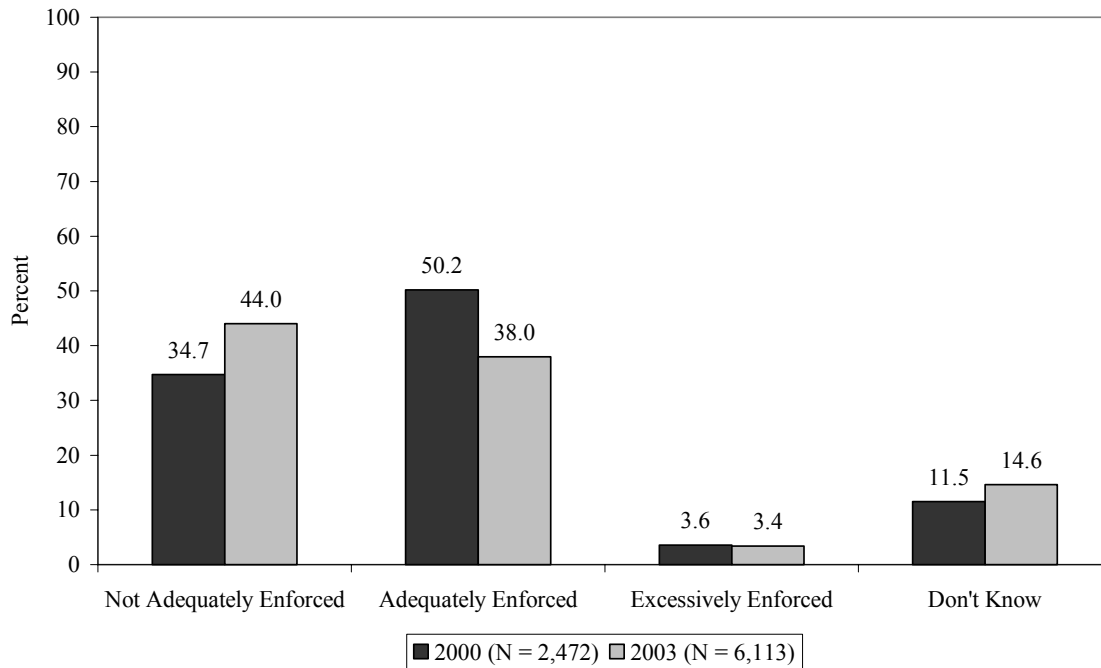
Item Text: Stores should be penalized for the sale of tobacco products to persons under the age of 18.

Source: 2000 SCS, q32; 2003 ATS/SCS q116

Enforcement of Laws Banning the Sale of Tobacco to Minors

In 2003, significantly more Nebraskans said laws banning the sale of tobacco to minors are *not* adequately enforced (34.7 percent vs. 44.0 percent). Similarly, in 2003, significantly fewer said that the laws are adequately enforced (50.2 percent vs. 38.0 percent).

Attitudes Toward Laws Banning the Sale of Tobacco Products to Minors



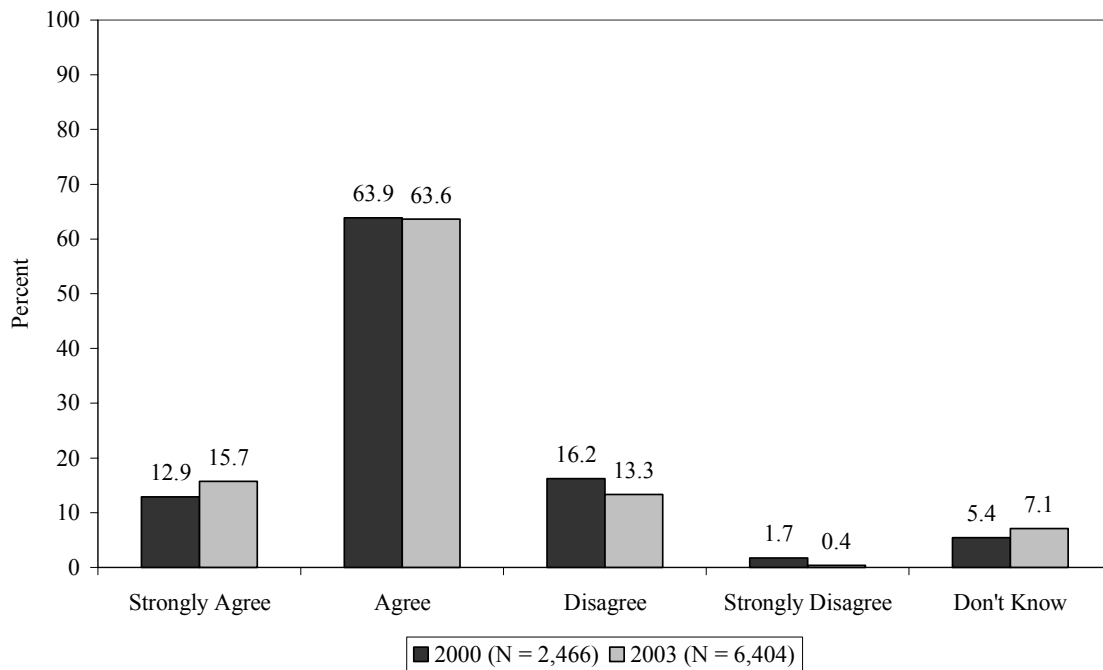
Item Text: Do you think the laws banning the sale of tobacco products to minors have not been adequately enforced, have been adequately enforced or excessively enforced?

Source: 2000 SCS, q28; 2003 ATS/SCS, q130

Penalize Minors for the Use of Tobacco Products

In 2000, 76.8 percent of Nebraskans agreed or strongly agreed that minors should be penalized for the use of tobacco products compared to 79.3 percent in 2003. This increase is the result of more people strongly agreeing to this item. In 2000, only 12.9 percent strongly agreed that minors should be penalized for tobacco use compared to 15.7 percent in 2003.

Persons Under 18 Should be Penalized for the Use of Tobacco Products

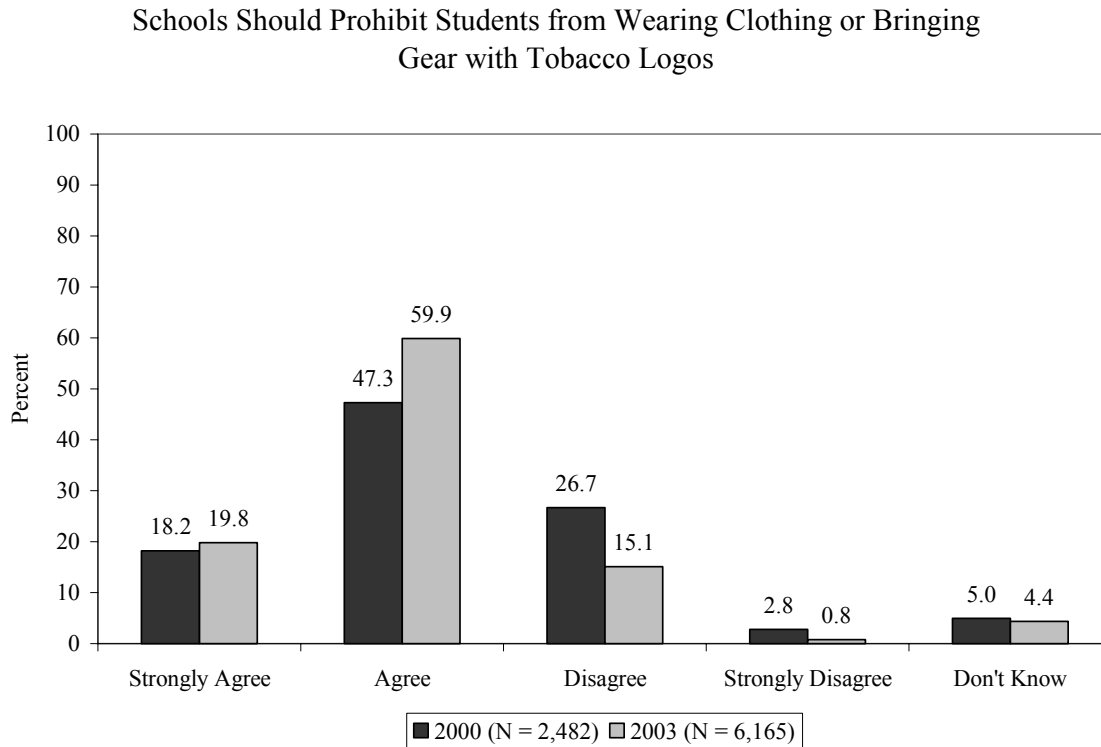


Item Text: Persons under the age of 18 should be penalized for the possession of tobacco products.

Source: 2000 SCS, q33a; 2003 ATS/SCS q117

School Rules Regarding Clothing with Tobacco Logos

Opinions about school rules regarding students wearing clothing or bringing gear with tobacco logos have changed markedly between 2000 and 2003. In 2000, 65.5 percent agreed or strongly agreed that schools should prohibit students for wearing or bringing gear to school with tobacco logos compared to 79.7 percent in 2003.

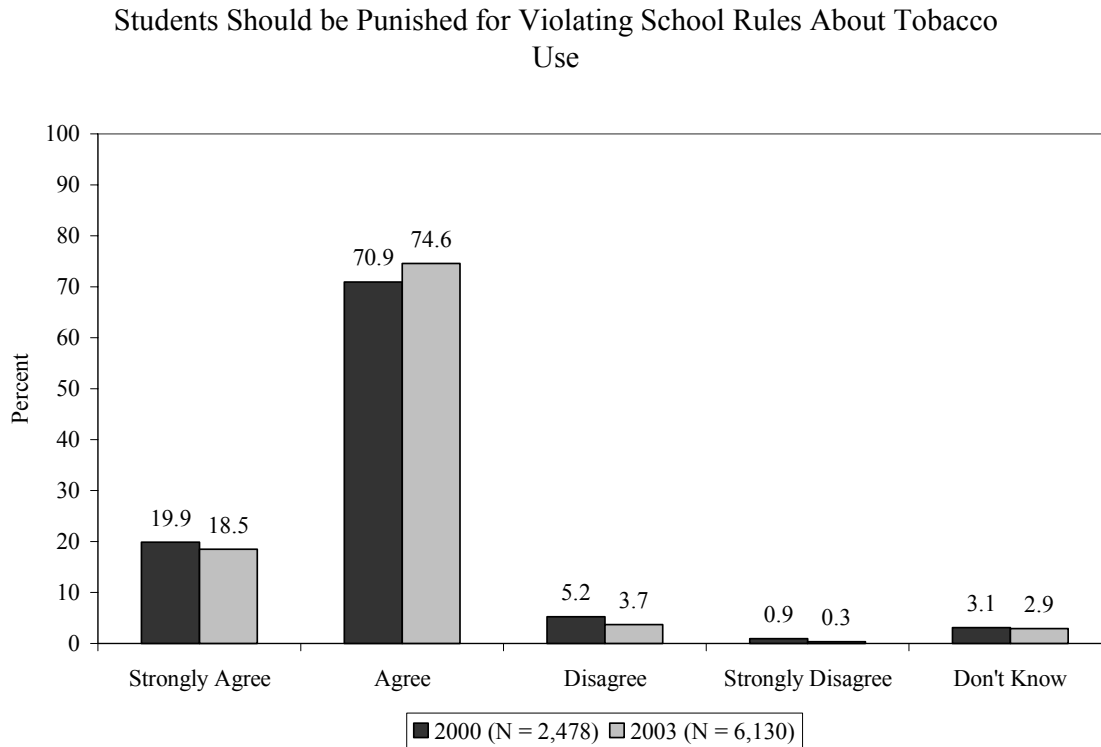


Item Text: Schools should prohibit students from wearing clothing or bringing gear with tobacco brand logos to school.

Source: 2000 SCS, q22; 2003 ATS/SCS q127

Student Punishment for Violating School Tobacco Rules

There is overwhelming agreement in Nebraska that schools should take action when students break school tobacco rules; 90.8 percent and 93.1 percent agreed or strongly agreed that student tobacco rule violators should be punished in 2000 and 2003 respectively.



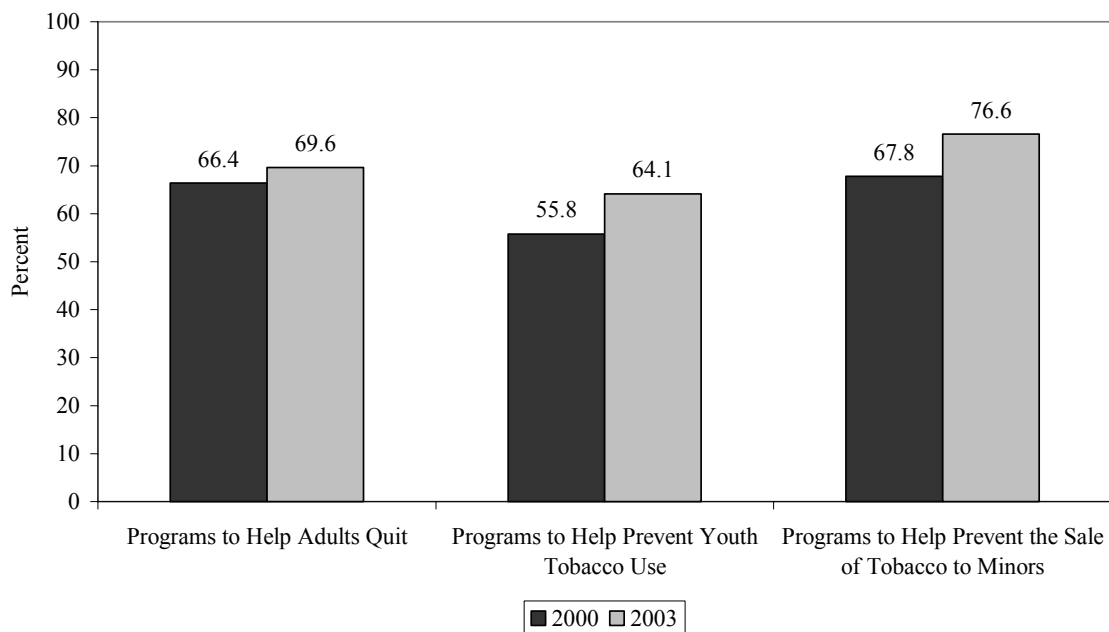
Item Text: Students should be punished for violating school rules against smoking.

Source: 2000 SCS, q24; 2003 ATS/SCS, q130

Taxation and Funding for Tobacco Prevention Programs

In 2003, significantly more Nebraskans supported using state tobacco taxes for tobacco prevention and cessation programs than in 2000. Seven in 10 (69.6 percent) agreed or strongly agreed that state tobacco taxes should be increased to fund programs to help adults quit in 2003 compared to 66.4 percent in 2000. In 2000, 55.8 percent supported an increase in the state tobacco taxes to fund programs to prevent youth tobacco use compared to 64.1 percent in 2003. Furthermore, support for tobacco tax increases to fund programs to help prevent the sale of tobacco to minors increased from 67.8 percent in 2000 to 76.6 percent in 2003.

Percent of Nebraskans Who Support Tobacco Tax Increases to Fund the Following Types of Programs



Item Texts:

State tobacco taxes should be increased to fund programs to help adults quit. Do you: strongly agree, agree, disagree, or strongly disagree, or don't know?

State tobacco taxes should be increased to fund education programs to prevent young people from starting to smoke and help young smokers to quit. Do you: strongly agree, agree, disagree, or strongly disagree, or don't know?

State tobacco taxes should be increased to fund programs to enforce laws that prevent the sale of cigarettes and other tobacco products to minors. Do you: strongly agree, agree, disagree, or strongly disagree, or don't know?

Source: 2000 SCS, q50 q23, q31; 2003 ATS/SCS, q119, q128, q118

Appendix A: Survey Methodologies

Sampling Procedures

The data collection period for the 2000 SCS was from July 2000 to December 2000. The data collection period for the 2003 ATS/SCS survey was from May 2002 to June 2003. Survey interviewers made up to fifteen attempts to each randomly generated telephone number to try to complete an interview. Calls were made at various times of the day and various days of the week to maximize the chance of reaching a respondent. Once a person was contacted, the interviewer asked if the number was a residential or business line and if there was an adult in the household (18 years old or older). The interview continued only if it was a residential number and there was an adult in the household.

2000 Social Climate Survey

The 2000 Social Climate Survey includes a sample of 2,476 adult Nebraskans. The study used a random digit dialing selection method to select households and interviewers conducted the survey with the first adult in the household willing to take part in the survey. This selection method resulted in a response rate of 67.7 percent and a sample that included a larger proportion of females (55.4 percent of sample) than males (44.6 percent). The average length of the 2000 Social Climate Survey interview was 17.44 minutes.

2002-2003 Adult Tobacco/Social Climate Survey

Calls made before January 2003 (76.0 percent of the sample) interviewed the first adult in the household willing to take part in the survey. Because females are more likely to participate in phone surveys, this method yielded a sample with 69.0 percent females. To help correct this bias, a within household random selection procedure was added to the survey protocol in January 2003. This procedure requires that once a person is contacted, the interviewer ask how many male and female adults live in the household. The interviewer's then computer randomly selects one of these individuals to participate in the study. Using this method, the proportion of females in the interviews completed after January 2003 was 62.9 percent. The proportion of females in the entire sample (using both selection methods) was 67.5 percent.

At the end of the data collection period, 7,019 surveys were completed, with a response rate of 73.8 percent.¹ The response rate is calculated as the number of completed interviews divided by the number of valid telephone numbers (i.e., excluding non-working and non-residential numbers). The average length of each completed survey was 16.71 minutes. Approximately 22 percent of respondents did not complete the entire survey. However, to be included in the final data set, respondents had to answer a majority of the survey questions, including all the demographic items. The large majority

¹ Data necessary to calculate the response rate was lost for the month of April 2003. This response rate is the estimated total based on 13 of the 14 months of data collection.

of respondents who did not complete an entire survey failed to answer only a small number of questions toward the end of the survey.

Data Weighting

Random digit dialing procedures are the most effective method of generating a random sample. Despite this, all surveys fail to represent the target population with complete accuracy. This requires survey data to be weighted so that it correctly represents the population being studied; in this case, Nebraskans.

The ATS/SCS data are weighted by the number of adults in the household, number of telephone lines in the household, sex and age. It is necessary to weight by the number of adults in the household because people living in households with fewer adults have a relatively greater probability of being included in the sample. Similarly, households with multiple phone lines have a greater chance of being called by an interviewer. Information about the number of phone lines was collected during the interview process. To weight by age and sex, the survey proportions of select age groups and males and females were compared to the 2000 U.S. Census figures for the state of Nebraska.

Weighting by the number of adults in the household is somewhat difficult because respondents prior to January 2003 were not asked how many adults lived in the household. If these respondents indicated that they are married or cohabiting then it is assumed that there are two adults in the household. All other households are assumed to have one adult. Given the nature of the data collection, this is the best estimation technique possible. Respondents interviewed after January 2003 were asked directly how many adults live in the household and weighted accordingly.